

Message Text

UNCLASSIFIED

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ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 210952Z SEP 76
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 3627

UNCLAS BANGKOK 26286

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJECT: WTDR/FTI - ODEON STORE LIMITED PARTNERSHIP

REF: USDOC 14674

1. THAILAND 2. CNTRY CODE: 549 3. SER. NO: N/A
4. ODEON STORE LP.
4A. CODE: K
5. 860-862 WANG BURAPHA ROAD
6. BANGKOK, THAILAND.
7. ESTABL: 1947 8. EMPL: 36 9. SIZE: (19-X) LARGE
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL.
12. RPT. DATE: 9/76
13A. 27310/01235 - IMP. DISTBZDWRETL. AGT. OF BOOKS.
13B. 26490/1235 - IMP. DIST. RETL. AGT. OF STATIONERY.
14. CONTACT: VICHAI PRAEPANICH TITLE: MANAGER
15. CABLE: ODEONSTORE 16. TELEX: N/A 17. TEL. 2514476
18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK.
BANK OF ASIA FOR COMMERCE AND INDUSTRY, 601 NEW ROAD, BANGKOK.
19. TRADE REFS: MCGRAW-HILL, INC., 1221 AVENUE OF THE AMERICA,
NEW YORK, N.Y. 10020.
20. AGENCY REP: KOKUSHA-MCGRAW-HILL, TOKYO, JAPAN.
21. SUBJECT FIRM WAS ESTABLISHED IN 1947 WITH AN AUTHORIZED
CAPITAL OF \$10,000, LATER INCREASED TO \$30,000. FIRM BELONGS TO
THE PRAE PITTAYA GROUP WHICH INCLUDES ORGINAL PRAE PITTAYA (WTDR -
9/74), ODEON STORE 1, ODEON STORE 2 AND SOVIET SOUVENIR, RECENTLY
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OPENED FOR EASTERN EUROPEAN BOOK SALES. SUBJECT FIRM ACTS AS

IMPORTER OF GENERAL BOOKS, TEXTBOOKS AND STATIONERY. IT ALSO PUBLISHES THAI TECHNICAL BOOKS AND NOVELS. SUBJECT FIRM HAS A STAFF OF 42 AND REPORTED THAT IT HAD SALES VOLUME OF ABOUT \$1,850,000 IN 1975. SUBJECT FIRM IS ONE OF THAILAND'S LARGEST BOOKSTORES. IT HAS MAINTAINED A PROPERLY CONDUCTED CURRENT ACCOUNT WITH A LOCAL BANK WHICH HAS GRANTED OVERDRAFT FACILITIES WITH SATISFACTORY RESULTS. IT IS CONSIDERED A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK
BURKE

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Margaret P. Grafeld
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